

PROGRESSIVE CORP/OH/  
Form 11-K  
March 25, 2013  
Table of Contents

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 11-K**

(Mark One)

**ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the fiscal year ended December 31, 2012

OR

**TRANSITION REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number 1-9518

A. Full title of the plan and the address of the Plan, if different from that of the issuer named below:

THE PROGRESSIVE CORPORATION

EXECUTIVE DEFERRED COMPENSATION PLAN

B. Name of issuer of the securities held pursuant to the plan and the address of its principal executive office:

THE PROGRESSIVE CORPORATION

6300 WILSON MILLS ROAD

MAYFIELD VILLAGE, OHIO 44143

**Table of Contents**

**REQUIRED INFORMATION**

See the attached Financial Statements for The Progressive Corporation Executive Deferred Compensation Plan, for the years ended December 31, 2012, 2011 and 2010.

**SIGNATURES**

*The Plan.* Pursuant to the requirements of the Securities Exchange Act of 1934, the trustees (or other persons who administer the employee benefit plan) have duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

The Progressive Corporation Executive Deferred  
Compensation Plan

By: /s/ Jeffrey W. Basch  
Jeffrey W. Basch  
Authorized Signatory

Date: March 25, 2013

**Table of Contents**

THE PROGRESSIVE CORPORATION  
EXECUTIVE DEFERRED COMPENSATION PLAN  
FINANCIAL STATEMENTS  
WITH  
REPORT OF INDEPENDENT  
REGISTERED PUBLIC ACCOUNTING FIRM  
For the Years Ended  
December 31, 2012, 2011 and 2010

**Table of Contents**

**INDEX**

	<b>Page</b>
<u>Report of Independent Registered Public Accounting Firm</u>	
Financial Statements:	
<u>Statement of Net Assets Available for Benefits</u>	2
<u>Statement of Changes in Net Assets Available for Benefits</u>	3
<u>Notes to Financial Statements</u>	4 - 18

**Table of Contents**

**REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM**

Board of Directors

The Progressive Corporation

We have audited the accompanying statement of net assets available for benefits of The Progressive Corporation Executive Deferred Compensation Plan (the Plan), as of December 31, 2012 and 2011, and the related statement of changes in net assets available for benefits for the three years in the period ended December 31, 2012. These financial statements are the responsibility of the Plan's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects the net assets available for benefits of the Plan as of December 31, 2012 and 2011, and the changes in net assets available for benefits for the three years then ended, in conformity with accounting principles generally accepted in the United States of America.

/s/ MEADEN & MOORE, LTD.

MEADEN & MOORE, LTD.

Certified Public Accountants

March 25, 2013

Cleveland, Ohio

**Table of Contents**

## STATEMENT OF NET ASSETS AVAILABLE FOR BENEFITS

The Progressive Corporation

Executive Deferred Compensation Plan

	December 31	
	2012	2011
<b>ASSETS</b>		
Receivables:		
Employer	\$ 1,535,998	\$ 1,964,995
Pending trade settlement		140,025
<b>Total Receivables</b>	<b>1,535,998</b>	<b>2,105,020</b>
Investments, at Fair Value:		
Common Shares of The Progressive Corporation (cost: \$53,243,367 and \$32,321,104)	57,280,863	33,308,083
Other investments (cost: \$65,965,729 and \$62,994,182)	73,463,097	66,164,384
<b>Total Investments</b>	<b>130,743,960</b>	<b>99,472,467</b>
<b>Total Assets</b>	<b>132,279,958</b>	<b>101,577,487</b>
<b>LIABILITIES</b>		
Net Assets Available for Benefits	\$ 132,279,958	\$ 101,577,487

*See accompanying notes.*

**Table of Contents**

## STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS

The Progressive Corporation

Executive Deferred Compensation Plan

	Year Ended December 31		
	2012	2011	2010
Additions to Net Assets Attributed to:			
Contributions:			
Employer	\$ 20,872,599	\$ 7,891,502	\$ 7,724,410
Net appreciation (depreciation) in the fair value of Common Shares of The Progressive Corporation	3,050,517	(677,483)	2,626,130
Net appreciation (depreciation) in the fair value of other investments	4,327,165	(2,691,212)	5,012,949
Net realized gains (losses)	1,965,568	764,355	783,332
Dividends	5,773,792	2,411,571	3,231,505
Interest	80	11	
<b>Total Additions</b>	<b>35,989,721</b>	<b>7,698,744</b>	<b>19,378,326</b>
Deductions from Net Assets Attributed to:			
Benefits paid to participants	5,287,067	5,141,857	5,905,755
Short-term trading fees	183	36	21
	<b>5,287,250</b>	<b>5,141,893</b>	<b>5,905,776</b>
<b>Net Increase</b>	<b>30,702,471</b>	<b>2,556,852</b>	<b>13,472,550</b>
Net Assets Available for Benefits:			
Beginning of Year	101,577,487	99,020,635	85,548,085
<b>End of Year</b>	<b>\$ 132,279,958</b>	<b>\$ 101,577,487</b>	<b>\$ 99,020,635</b>

*See accompanying notes.*

**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**1 Description of the Plan**

The Progressive Corporation Executive Deferred Compensation Plan (the Plan ) became effective January 1, 1995, and is maintained pursuant to a 2010 Amendment and Restatement. The Plan permits eligible executives of The Progressive Corporation (the Company ) and its subsidiaries to defer all, or a portion, of their bonuses, restricted stock unit awards and incentive awards payable under certain bonus and incentive plans of the Company. Eligible executives include those with bonus targets of at least 35% and other employees designated by the Compensation Committee of the Company's Board of Directors. Plan participation is voluntary.

Eligible executives who wish to participate in the Plan must sign an irrevocable deferral agreement specifying the portion of the bonus to be deferred. Participants must sign a different deferral agreement for each bonus or other incentive award prior to the year in which the bonus or incentive award is earned. Deferral agreements relating to Stock Awards must be signed before the year in which the award is granted. Participants may transfer their fund balances on a daily basis, limited to two transfers per quarter.

The Plan is intended to be an unfunded Plan providing benefits for a select group of management and highly compensated employees for purposes of the Employee Retirement Income Security Act of 1974 ( ERISA ) and is, therefore, exempt from certain ERISA requirements.

A deferral account is established for all deferrals that relate to the same payout date. The account is credited with an amount equal to the initial amounts deferred as of the date such amounts otherwise would have been paid to the participant in cash. All amounts initially credited to each account will be deemed to be invested in the investment fund selected by the participant. However, deferrals of Stock Awards shall be deemed to be invested in Common Shares of the Company for six months and one day, following vesting of such awards. Any Deferral of a Stock Award granted on or after March 17, 2005, shall be deemed to be invested in the Company Stock Fund until the Deferral Account has been distributed or withdrawn. The gains or losses of each investment fund are allocated among the appropriate accounts based on the proportion each participant's account balance bears to the total account balances for all participants. Each participant's benefit at any date is equal to the value of his/her account as of that date.

All deferrals credited to a deferral account will be deemed to be invested in one or more of the investment funds available under the Plan, based on the participant's investment election. Investment funds include Common Shares of the Company, a money market fund, and several stock and bond mutual funds. Income from each fund is deemed to be reinvested in the fund that produced the income.



**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**1 Description of the Plan, Continued**

The investment funds available under the Plan are merely devices used to calculate gains and losses on the amounts deferred by Plan participants. No participant has any rights or interests in any particular funds, securities or property of the Company or the Trust described in Note 6, or in any investment vehicle in which deferrals are deemed to be invested, by virtue of any investment election. Each deferral account, however, shall be credited or charged in accordance with the Plan with gains and losses as if the participant in fact had made a corresponding actual investment.

The balance of each deferral account will be distributed to the participant upon the earlier of death, termination of employment, change in control of the Company or the date on which any fixed deferral period elected by the participant expires. Distribution may also be made with the consent of the Plan committee, if the participant becomes disabled or experiences an unforeseeable emergency. Participants desiring to elect a fixed deferral period must do so irrevocably at the time the deferral agreement is signed.

Distributions made on account of the participant's death, disability, unforeseeable emergency or change in control of the Company will be paid in a lump sum. Distributions made on account of the participant's termination of employment or expiration of a fixed deferral period will be paid in either a lump sum or in three, five or ten annual installments, as elected by the participant. Distributions of deferred Stock Awards granted in 2005 and later years will be made in Common Shares; all other Plan distributions will be made in cash.

The above description is provided for informational purposes. Participants should refer to the Plan documents for a more complete description of the Plan's provisions.

**2 Summary of Significant Accounting Policies**

***General:***

The accompanying financial statements have been prepared on an accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America ( GAAP ).

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**2 Summary of Significant Accounting Policies, Continued**

***Investment Valuation:***

At the close of business on June 14, 2011, the Vanguard Total International Stock Index Fund Investor Class was moved to the Vanguard Total International Stock Index Fund Institutional Class.

The investment in Common Shares of the Company is valued at the last reported trade price on the New York Stock Exchange on the last business day of the year. Investments in the stock, bond and money market funds are valued at market. Market values for these mutual funds were determined by quoted prices, which represent the net asset value of shares held by the Plan at year-end.

Investment securities are exposed to various risks such as interest rate, market and credit risks. Market values of securities fluctuate based on the magnitude of changing market conditions; significant changes in market conditions could materially affect Plan investments.

***Fair Value:***

As defined in FASB ASC 820, Fair Value Measurements, fair value is the price that would be received to sell an asset, or paid to transfer a liability, in an orderly transaction between market participants at the measurement date. The accounting guidance establishes a framework for measuring fair value, establishes a fair value hierarchy based on inputs used to measure fair value, and expands disclosure about fair value measurements.

The plan has categorized our financial instruments, based on the degree of subjectivity inherent in the valuation technique, into a fair value hierarchy of three levels, as follows:

Level 1: Inputs are unadjusted, quoted prices in active markets for identical instruments at the measurement date (e.g. active exchange-traded equity securities).

Level 2: Inputs (other than quoted prices included within Level 1) that are observable for the instrument either directly or indirectly (e.g., certain money market funds). This includes: (i) quoted prices for similar instruments in active markets, (ii) quoted prices for identical or similar instruments in markets that are not active, (iii) inputs other than quoted prices that are observable for the instruments, and (iv) inputs that are derived principally from or corroborated by observable market data by correlation or other means.

Level 3: Inputs that are unobservable. Unobservable inputs reflect the reporting entity's subjective evaluation about the assumptions market participants would use in pricing the financial instrument.

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**2 Summary of Significant Accounting Policies, Continued***Fair Value, Continued:*

The composition of the investment portfolio as of December 31 was:

Description	12/31/2012	Quoted Prices in	Significant	Significant
		Active Markets	Other	Unobservable
		for Identical	Observable	Unobservable
		Assets	Inputs	Inputs
		(Level 1)	(Level 2)	(Level 3)
Money Market Fund	\$ 9,514,833	\$	\$ 9,514,833	\$
Mutual Funds				
Growth Funds	10,424,910	10,424,910		
Balanced Funds	13,016,083	13,016,083		
Index Funds	27,541,351	27,541,351		
Income Funds	12,965,920	12,965,920		
Total Mutual Funds	63,948,264	63,948,264		
Common Equities				
Insurance	57,280,863	57,280,863		
Total	\$ 130,743,960	\$ 121,229,127	\$ 9,514,833	\$

Description	12/31/2011	Quoted Prices	Significant	Significant
		in	Other	Unobservable
		Active Markets	Observable	Unobservable
		for Identical	Inputs	Inputs
		Assets	(Level 2)	(Level 3)
		(Level 1)	(Level 2)	(Level 3)
Money Market Fund	\$ 4,125,392	\$	\$ 4,125,392	\$
Mutual Funds				
Growth Funds	10,725,179	10,725,179		
Balanced Funds	12,915,365	12,915,365		
Index Funds	24,410,283	24,410,283		
Income Funds	13,988,165	13,988,165		
Total Mutual Funds	62,038,992	62,038,992		
Common Equities				
Insurance	33,308,083	33,308,083		
Total	\$ 99,472,467	\$ 95,347,075	\$ 4,125,392	\$



**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**2 Summary of Significant Accounting Policies, Continued**

***Reclassifications:***

Certain amounts have been reclassified to conform to current year presentation.

***Subsequent Events:***

Management evaluates events occurring subsequent to the date of the financial statements in determining the accounting for and disclosure of transactions and events that affect the financial statements.

***Other:***

Investment transactions are recorded on a trade date basis.

Realized gains and losses on the sale or distribution of securities are determined based on the average cost of the securities sold.

Dividend income is recorded on the ex-dividend date. Interest and other investment income are recorded as earned on the accrual basis.

Short-term trading fees are imposed by some funds in the Plan if any shares are sold, either withdrawn or transferred out, after holding them for less than a specified period of time.

Administrative expenses of the Plan, including trust management, legal and other fees, are paid by the Company and are not expenses of the Plan.

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**3 Participant Accounts**

Participant balances for all funds are maintained in shares. Share values are determined on a periodic basis. The total number of shares and share values as of December 31, 2012 and 2011, by fund, were as follows:

Investment Options	Total Number of Shares	Net Asset Share Value (\$)
<b>2012</b>		
The Progressive Stock Fund	2,714,732.82	21.10
Templeton World Fund-Class A	29,445.97	15.74
Fidelity Diversified International Fund-K Shares	176,392.41	29.89
Fidelity Low Priced Stock Fund-K Shares	22,914.70	39.47
Wasatch Small Cap Growth Fund	38,973.24	41.29
JH Small Company Fund-Class A	26,453.95	21.22
ABF Small Cap Value Fund-Institutional	133,639.03	21.30
Fidelity Mid-Cap Stock Fund-K Shares	54,993.56	29.35
Vanguard Institutional Index Fund	140,655.67	130.52
Vanguard Value Index Fund	237,740.93	22.93
Vanguard Growth Index Fund	34,366.93	36.64
Vanguard Mid-Cap Index Fund	26,412.18	22.52
Vanguard Total International Stock Index Fund	13,581.61	100.18
Vanguard Small-Cap Index Fund	13,337.47	38.76
Vanguard Total Bond Market Fund	205,248.07	11.09
Oakmark Equity and Income Fund	356,827.06	28.50
PIMCO Total Return Fund-Institutional	951,042.64	11.24
Fidelity Retirement Money Market Fund	9,514,833.09	1.00

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**3 Participant Accounts, Continued**

Investment Options	Total Number of Shares	Net Asset Share Value (\$)
<b>2011</b>		
The Progressive Stock Fund	1,707,231.30	19.51
Templeton World Fund-Class A	37,171.21	13.74
Fidelity Diversified International Fund-K Shares	191,764.45	25.48
Fidelity Low Priced Stock Fund-K Shares	27,140.19	35.70
Wasatch Small Cap Growth Fund	47,678.74	37.81
JH Small Company Fund-Class A	48,173.02	19.24
ABF Small Cap Value Fund-Institutional	131,483.55	19.01
Fidelity Mid-Cap Stock Fund-K Shares	61,178.75	26.64
Vanguard Institutional Index Fund	135,270.06	115.04
Vanguard Value Index Fund	253,983.47	20.47
Vanguard Growth Index Fund	38,300.19	31.79
Vanguard Mid-Cap Index Fund	27,986.19	19.69
Vanguard Total International Stock Index Fund	16,609.87	87.32
Vanguard Small-Cap Index Fund	12,901.71	33.39
Vanguard Total Bond Market Fund	152,047.10	11.00
Oakmark Equity and Income Fund	385,059.63	27.05
PIMCO Total Return Fund-Institutional	1,132,994.24	10.87
Fidelity Retirement Money Market Fund	4,125,392.07	1.00

- 10 -

**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**4 Investment Programs**

At December 31, 2012 and 2011, there were 73 and 78 (respectively) Plan participants with contributions in one or more of the following funds:

Investment Options	Number of Participants
<b>2012</b>	
The Progressive Stock Fund	43
Templeton World Fund-Class A	13
Fidelity Diversified International Fund-K Shares	39
Fidelity Low Priced Stk-K Shares	14
Wasatch Small Cap Growth Fund	26
JH Small Company Fund-Class A	15
ABF Small Cap Value Fund-Institutional	12
Fidelity Mid-Cap Stock Fund-K Shares	25
Vanguard Institutional Index Fund	50
Vanguard Value Index Fund	23
Vanguard Growth Index Fund	19
Vanguard Mid-Cap Index Fund	10
Vanguard Total International Stock Index Fund	13
Vanguard Small-Cap Index Fund	11
Vanguard Total Bond Market Fund	12
Oakmark Equity and Income Fund	34
PIMCO Total Return Fund-Institutional	41
Fidelity Retirement Money Market Fund	30



**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**4 Investment Programs, Continued**

Investment Options	Number of Participants
2011	
The Progressive Stock Fund	47
Templeton World Fund-Class A	16
Fidelity Diversified International Fund-K Shares	41
Fidelity Low Priced Stk-K Shares	14
Wasatch Small Cap Growth Fund	28
JH Small Company Fund-Class A	18
ABF Small Cap Value Fund-Institutional	14
Fidelity Mid-Cap Stock Fund-K Shares	30
Vanguard Institutional Index Fund	52
Vanguard Value Index Fund	27
Vanguard Growth Index Fund	15
Vanguard Mid-Cap Index Fund	12
Vanguard Total International Stock Index Fund	14
Vanguard Small-Cap Index Fund	11
Vanguard Total Bond Market Fund	11
Oakmark Equity and Income Fund	41
PIMCO Total Return Fund-Institutional	42
Fidelity Retirement Money Market Fund	29

The total number of participants in the Plan is less than the sum of the number of participants shown above because many were participating in more than one fund.

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**5 Investments**

The Plan's investments and unrealized appreciation (depreciation) at December 31, 2012 and 2011, were as follows:

	Number of Shares	Cost	Fair Value	Unrealized Appreciation (Depreciation)
<b>2012</b>				
<u>Common Shares</u>				
The Progressive Corporation	2,714,732.82	\$ 53,243,367	\$ 57,280,863	\$ 4,037,496
<u>Other Investments</u>				
Templeton World Fund-Class A	29,445.97	505,293	463,480	(41,813)
Fidelity Diversified International Fund-K Shares	176,392.41	3,720,023	5,272,369	1,552,346
Fidelity Low Priced Stk-K Shares	22,914.70	774,888	904,443	129,555
Wasatch Small Cap Growth Fund	38,973.24	1,404,199	1,609,205	205,006
JH Small Company Fund-Class A	26,453.95	505,982	561,353	55,371
ABF Small Cap Value Fund-Institutional	133,639.03	2,213,373	2,846,511	633,138
Fidelity Mid-Cap Stock Fund-K Shares	54,993.56	1,033,005	1,614,061	581,056
Vanguard Institutional Index Fund	140,655.67	15,686,029	18,358,379	2,672,350
Vanguard Value Index Fund	237,740.93	6,119,622	5,451,400	(668,222)
Vanguard Growth Index Fund	34,366.93	963,627	1,259,204	295,577
Vanguard Mid-Cap Index Fund	26,412.18	453,498	594,802	141,304
Vanguard Total International Stock Index Fund	13,581.61	1,414,933	1,360,606	(54,327)
Vanguard Small-Cap Index Fund	13,337.47	444,410	516,960	72,550
Vanguard Total Bond Market Fund	205,248.07	2,200,606	2,276,201	75,595
Oakmark Equity and Income Fund	356,827.06	8,890,108	10,169,571	1,279,463
PIMCO Total Return Fund-Institutional	951,042.64	10,121,300	10,689,719	568,419
Fidelity Retirement Money Market Fund	9,514,833.09	9,514,833	9,514,833	
		65,965,729	73,463,097	7,497,368
Total Assets Held for Investment		\$ 119,209,096	\$ 130,743,960	\$ 11,534,864

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**5 Investments, Continued**

	Number of Shares	Cost	Fair Value	Unrealized Appreciation (Depreciation)
<b>2011</b>				
<b><u>Common Shares</u></b>				
The Progressive Corporation	1,707,231.30	\$ 32,321,104	\$ 33,308,083	\$ 986,979
<b><u>Other Investments</u></b>				
Templeton World Fund-Class A	37,171.21	643,902	510,732	(133,170)
Fidelity Diversified International Fund-K Shares	191,764.45	3,956,187	4,886,158	929,971
Fidelity Low Priced Stk-K Shares	27,140.19	907,490	968,905	61,415
Wasatch Small Cap Growth Fund	47,678.74	1,682,103	1,802,733	120,630
JH Small Company Fund-Class A	48,173.02	907,611	926,849	19,238
ABF Small Cap Value Fund-Institutional	131,483.55	2,099,285	2,499,502	400,217
Fidelity Mid-Cap Stock Fund-K Shares	61,178.75	1,063,658	1,629,802	566,144
Vanguard Institutional Index Fund	135,270.06	14,539,501	15,561,468	1,021,967
Vanguard Value Index Fund	253,983.47	6,454,591	5,199,042	(1,255,549)
Vanguard Growth Index Fund	38,300.19	1,012,205	1,217,563	205,358
Vanguard Mid-Cap Index Fund	27,986.19	467,050	551,048	83,998
Vanguard Total International Stock Index Fund	16,609.87	1,763,503	1,450,374	(313,129)
Vanguard Small-Cap Index Fund	12,901.71	417,909	430,788	12,879
Vanguard Total Bond Market Fund	152,047.10	1,599,209	1,672,518	73,309
Oakmark Equity and Income Fund	385,059.63	9,422,394	10,415,863	993,469
PIMCO Total Return Fund-Institutional	1,132,994.24	11,932,192	12,315,647	383,455
Fidelity Retirement Money Market Fund	4,125,392.07	4,125,392	4,125,392	
		62,994,182	66,164,384	3,170,202
Total Assets Held for Investment		\$ 95,315,286	\$ 99,472,467	\$ 4,157,181

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**5 Investments, Continued**

The Plan's net realized gains and losses were as follows:

	Aggregate Proceeds	Cost	Net Realized Gains (Losses)
<b>2012</b>			
The Progressive Stock Fund	\$ 1,299,981	\$ 1,097,983	\$ 201,998
Templeton World Fund-Class A	134,913	157,543	(22,630)
Fidelity Diversified International Fund-K Shares	881,832	675,023	206,809
Fidelity Low Priced Stk-K Shares	496,065	462,308	33,757
Wasatch Small Cap Growth Fund	660,382	564,851	95,531
JH Small Company Fund-Class A	448,198	401,629	46,569
ABF Small Cap Value Institutional	279,250	205,500	73,750
Fidelity Mid-Cap Stock Fund-K Shares	406,603	253,440	153,163
Vanguard Institutional Index Fund	2,312,061	1,791,407	520,654
Vanguard Value Index Fund	668,794	635,177	33,617
Vanguard Growth Index Fund	644,005	540,577	103,428
Vanguard Mid-Cap Index Fund	129,804	114,696	15,108
Vanguard Total International Stock Index Fund-Investor CL	513,135	565,367	(52,232)
Vanguard Small-Cap Index Fund	68,098	59,757	8,341
Vanguard Total Bond Market Fund	1,027,255	1,008,892	18,363
Oakmark Equity and Income Fund	2,189,470	1,911,863	277,607
PIMCO Total Return Fund-Institutional	4,351,522	4,099,787	251,735
Fidelity Retirement Money Market Fund	1,600,430	1,600,430	
<b>Total Net Realized Gains (Losses)</b>	<b>\$ 18,111,798</b>	<b>\$ 16,146,230</b>	<b>\$ 1,965,568</b>

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**5 Investments, Continued**

	Aggregate Proceeds	Cost	Net Realized Gains (Losses)
<b>2011</b>			
The Progressive Stock Fund	\$ 1,157,153	\$ 1,095,383	\$ 61,770
Templeton World Fund-Class A	114,986	131,147	(16,161)
Fidelity Diversified International Fund-K Shares	604,860	417,810	187,050
Fidelity Low Priced Stk-K Shares	62,381	58,657	3,724
Wasatch Small Cap Growth Fund	261,124	263,761	(2,637)
JH Small Company Fund-Class A	210,561	199,352	11,209
ABF Small Cap Value Institutional	116,244	92,480	23,764
Fidelity Mid-Cap Stock Fund-K Shares	377,038	220,391	156,647
Vanguard Institutional Index Fund	1,051,290	942,891	108,399
Vanguard Value Index Fund	558,870	581,747	(22,877)
Vanguard Growth Index Fund	441,547	405,408	36,139
Vanguard Mid-Cap Index Fund	219,204	205,817	13,387
Vanguard Total International Stock Index Fund-Investor CL	116,207	135,117	(18,910)
Vanguard Total International Stock Index Fund-Institutional CL	1,924,720	1,857,004	67,716
Vanguard Small-Cap Index Fund	142,158	139,193	2,965
Vanguard Total Bond Market Fund	469,690	461,862	7,828
Oakmark Equity and Income Fund	1,094,447	1,003,380	91,067
PIMCO Total Return Fund-Institutional	1,696,405	1,643,130	53,275
Fidelity Retirement Money Market Fund	2,704,052	2,704,052	
Total Net Realized Gains (Losses)	\$ 13,322,937	\$ 12,558,582	\$ 764,355

**Table of Contents**

## NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**5 Investments, Continued**

	Aggregate Proceeds	Cost	Net Realized Gains (Losses)
<b>2010</b>			
The Progressive Stock Fund	\$ 658,507	\$ 605,622	\$ 52,885
Templeton World Fund-Class A	407,451	488,510	(81,059)
Fidelity Diversified International Fund-K Shares	938,587	666,763	271,824
Fidelity Low Priced Stk-K Shares	69,079	65,592	3,487
Wasatch Small Cap Growth Fund	194,393	180,513	13,880
JH Small Company Fund-Class A	425,975	486,025	(60,050)
ABF Small Cap Value Institutional	121,855	119,529	2,326
Fidelity Mid-Cap Stock Fund-K Shares	467,118	280,569	186,549
Vanguard Institutional Index Fund	1,796,430	1,778,150	18,280
Vanguard Value Index Fund	346,367	443,101	(96,734)
Vanguard Growth Index Fund	162,462	131,299	31,163
Vanguard Mid-Cap Index Fund	55,347	58,289	(2,942)
Vanguard Total International Stock Index Fund	173,707	169,090	4,617
Vanguard Small-Cap Index Fund	39,038	37,028	2,010
Vanguard Total Bond Market Fund	590,259	565,456	24,803
Oakmark Equity and Income Fund	1,819,532	1,605,556	213,976
PIMCO Total Return Fund-Institutional	2,918,776	2,720,459	198,317
Fidelity Retirement Money Market Fund	2,239,061	2,239,061	
<b>Total Net Realized Gains (Losses)</b>	<b>\$ 13,423,944</b>	<b>\$ 12,640,612</b>	<b>\$ 783,332</b>

**6 Trust**

The Company maintains a Trust to provide a source of funds to assist the Company in meeting its obligations under the Plan. The Trust is irrevocable. The Company is required to make annual deposits to the Trust to the extent necessary to insure that the value of all Trust assets is sufficient to pay all Plan obligations as of the close of each Plan year. The rights of participants and their beneficiaries under the Plan are merely unsecured contractual rights against the Company and its participating subsidiaries. Participants and beneficiaries have no preferred claim on, or any beneficial ownership interest in, any assets of the Trust. All assets of the Trust are subject to the claims of the general creditors of the Company and its participating subsidiaries under Federal and state law, should the Company and its participating subsidiaries become unable to pay their debts as they become due or become subject to Federal bankruptcy proceedings.

**Table of Contents**

NOTES TO FINANCIAL STATEMENTS

The Progressive Corporation

Executive Deferred Compensation Plan

December 31, 2012

**7 Related Party**

Certain Plan investment choices are Fidelity mutual funds managed by Fidelity Management & Research Company (FMR Co.). Fidelity Management Trust Company (FMTCo) is the current trustee of the Trust and along with FMR Co. is a subsidiary of FMR Corp. These transactions, therefore, qualify as related party transactions. The Plan paid no fees in 2012, 2011 or 2010 for investment management or Trust services.

**8 Administration of the Plan**

The Plan is administered by a Committee consisting of not less than three members of the Company's Board of Directors, all of whom serve on the Committee at the pleasure of the Board. The Committee has full power to administer the Plan, including, but not limited to, the authority to make and enforce rules and regulations, to interpret the Plan's provisions, to compute amounts payable under the Plan and to authorize disbursements from the Plan and the Trust.

Certain administrative functions are performed by employees of the Company, or its subsidiaries. No such employees receive compensation from the Plan.

**9 Tax Status**

The Plan is not, and is not intended to be, qualified under Section 401 of the Internal Revenue Code. Consequently, an application for a favorable determination has not been filed with the Internal Revenue Service.

Accounting principles generally accepted in the United States of America require plan management to evaluate tax positions taken by the Plan and recognize a tax liability if the Plan has taken uncertain tax positions that more-likely-than-not would not be sustained upon examination by applicable taxing authorities. The Plan administrator has analyzed tax positions taken by the Plan and has concluded that, as of December 31, 2012, there are no uncertain tax positions taken, or expected to be taken, that would require recognition of a liability or that would require disclosure in the financial statements. The Plan is subject to routine audits by taxing jurisdictions. However, currently no audits for any tax periods are in progress. The Plan administrator believes that the Plan is no longer subject to income tax examinations for years prior to December 31, 2008.

**10 Right to Terminate**

The Company may terminate the Plan at any time and for any reason. Following termination of the Plan, no additional deferrals may be made, but all existing participant accounts will continue to be administered in accordance with the Plan, unless the Company elects to accelerate distribution of all Plan accounts in accordance with Section 409A of the Internal Revenue Code.

**Table of Contents**

**THE PROGRESSIVE CORPORATION  
EXECUTIVE DEFERRED COMPENSATION PLAN**

**EXHIBIT INDEX**

<b>EXHIBIT NO. UNDER REG. S-K ITEM 601</b>	<b>FORM 11-K EXHIBIT NO.</b>	<b>DESCRIPTION OF EXHIBIT</b>
23	23	Consent of Meaden & Moore, Ltd., Independent Registered Public Accounting Firm, dated March 25, 2013, to incorporate by reference their report dated March 25, 2013.